

Storyboarding for the Web

2

In this chapter, we will learn the following to World Class CAD standards:

- **Storyboarding for the Web**

Storyboarding for a Web Page

The storyboarding process can save time and enable web designers to share ideas without expending so much time in laying out the page in the Dreamweaver software. Originally, Computer Information System (CIS) graduates otherwise known, as programmers would code the early web pages in a text editor, saving the files, such as index.html for the homepage. As visually based programs replaced the text based systems, specialized programmers basically wrote code to the write Hypertext Meta Language or HTML code. HTML and Java editors such as Adobe Dreamweaver were compiled as WYSIWYG (what you see is what you get) program editors. The editors seem to follow the open form layout rules that you expect to see in applications like Microsoft Power Point and Word, but page layout can be complicated and toilsome, so we need a plan to complete the page. We recommend that the web designer use the storyboard process to expedite the creative process.

Maybe the reason we see so many stagnant websites or that nearly eight out of ten local companies have never expanded their operations to include web marketing or web sales explains the need for storyboarding process. Although the Internet is packed with millions of web sites, many are poorly constructed and maintained, so designers and business owners can improve their web pages or make new ones by focusing some effort in the design process. We find that almost everyone can sketch out an idea or lay some pictures out on a piece of cardboard so they can share in the development of the webpage content. With an up-to-date web plan, organizations like restaurants that are ever expanding their drive through capability can take online orders; your local barber or hair salon could post directions, hours of operation, and make appointments. Parts suppliers to larger manufacturers can enlarge their distribution area and not just focus on maintaining the one trade relationship. Grocery stores and pharmacies can cross language barriers with multi lingual sites and communicate to the diverse ethnic population in their metropolitan area. By having multiple storyboards for the different pages, company personnel can show web designers what information they need to tell the Internet viewer and customer.

After focusing on an idea, we can develop a page name and a tag line, which will most likely be placed on the banner and states the subject of the website. A widescreen primary image that is similar to the shape of large screen plasma or LCD screens has become the favorite on stylish home pages. The web designer will help the organization to select the site color, shapes, images, text, tables, layers and hyperlinks all the while considering how each will match or compliment one another. We should record our choices in a text document that will later become a web page manual to transmit the standards that were decided upon early in the project. As the website expands in size, any documentation will help when we add more people into the successful project.

Some areas of the storyboard will be similar on every page. The banner, the top navigation bar, the bottom navigation bar and the copyright statement. When we create a page layout with these standard areas, we will save the page as a Dreamweaver template. We can also make storyboard templates, so we can save time developing each layout. On a document we will want to write down the font, font size and color of the hyperlinks. We also will record

Storyboarding for the Web

the font, font size and color of the different types of text such as headers, paragraph and labels. Since these will apply to every page, we can note this information once and include the document with any graphical storyboards when we give them to the web layout team. Remember, the storyboard process is just to stimulate action and generate ideas, so if we change our mind later in the project, we can update our table.

Web Item	Font	Font Size	Color and Action
Hyperlinks	Verdana	12	Blue (#00A190), then turns Green (#52B4FF) during rollover
Heading	Verdana	16	Blue (#00A190)
Paragraph	Verdana	12	Green (#00A18A)
Copyright	Verdana	12	Green (#00A18A)

Some company personnel find the task easiest if they take physical images and lay them out on cardboard or construction paper. Most organizations have the full Microsoft Suite on their computers and their staff members know how to use the PowerPoint application, so we have a lot of success getting ideas from workers on the team by having them make a page layout placing text and images on a slide in the Microsoft graphic program as seen in figure 2.1.

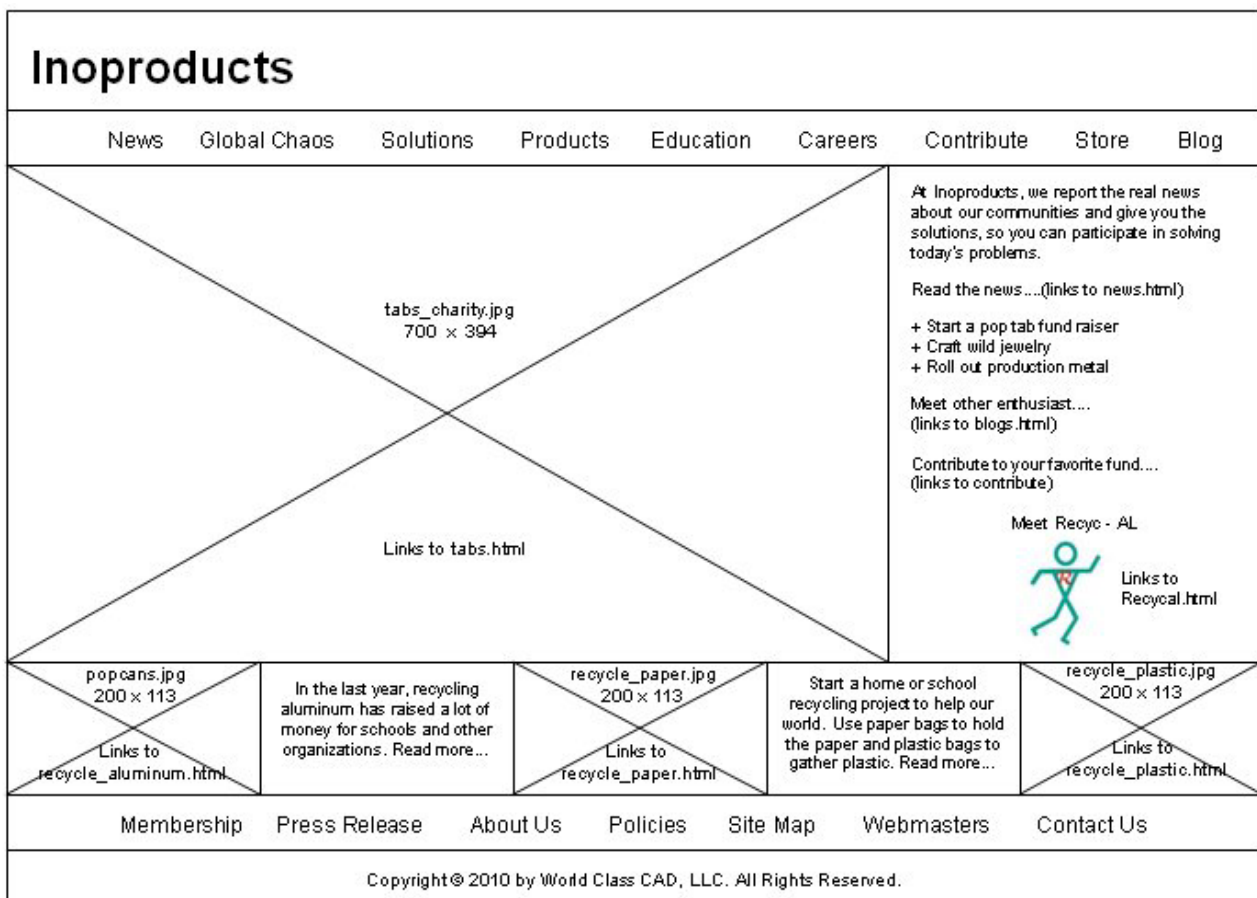


Figure 2.1 - Homepage Storyboard

Storyboarding for the Web

As we look at the storyboard of this homepage in the figure, it gives everyone an idea of where items will go. Some areas will have text and others will hold images. We can show the width and height of the pictures along with the name of the link. Many times storyboards can contain special notes to the web designer, where we ask them to accomplish specific tasks such as describing a particular photograph, logo or web feature.

To get everyone involved around our organizations, we can gather photographs using digital cameras or using an analog camera, developing the film and scanning the photos. We can write creative and entertaining text in Microsoft Word, spell and grammar checking along the way. We can then place the finished graphics; text and pictures onto a Power Point slide.



Figure 2.2 – Finished Homepage Storyboard

We can create a complete color storyboard in PowerPoint or go straight from the black and white layout shown in figure 2.1 and make the page quickly in the Dreamweaver software. Many developers worry about the look of a homepage, but a healthy website will change daily or weekly and show current articles and images. In that way, the organization will always have a fresh look and the newness of the Internet document will give our customers reason to visit the site on a regular basis.

Storyboarding for the Web

*** World Class CAD Challenge 43-2 * - Make a storyboard for a homepage on a PowerPoint slide and save the file in a folder called Storyboard. Complete this task in less than 30 minutes to maintain your World Class ranking.**

Send your best time and a copy of your webpage for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com